NAIFA

Mt. Diablo

1043 Stuart Street, Suite 175, Lafayette CA 94549 • (925) 283-2520 • (925) 283-2521

July 21, 2009

RECEIVED
JUL 2 2 2009
CITY OF LAFAYETTE

Lafayette City Council
Attn: Mayor Don Tatzin
3675 Mt. Diablo Suite 210
Lafayette, California 94549

Re: **Life Insurance Awareness Month (LIAM) National Campaign**

Honorable Mayor Don Tatzin

I am forwarding this letter to the city council to request the issuance of a City Proclamation surrounding a special event for the month of September, referred to as **Life Insurance Awareness Month (LIAM)**.

I am the **National Committeeman** for the **National Association of Insurance** and **Financial Advisers** Mt. Diablo local in Contra Costa County. We have been in existence since 1957. We are an association of approximately 300 + insurance and financial advisers. The national association has been in existence since post Civil War days, and was originally founded in Boston, Massachusetts in 1890. Nationally we have a membership of approximately 50,000 strong. I am appealing to you and the council once again to assist us in this very important national campaign for the month of September.

The purpose of **Life Insurance Awareness Month** is to educate the general public surrounding the need for insurance. 68 million Americans are without to protect against life's uncertainties, be it the need for life insurance; health insurance; disability income insurance; long term care insurance; auto and umbrella insurance.

During the month of September our national spokesperson for **LIAM** will be none other than television celebrity Mr. Big to Make LIAM Bigger and Better Than Ever. With September only a few months away, the **Life And Health Insurance Foundation for Education** is gearing up for another **Life Insurance Awareness Month** campaign. To focus Americans on there need for life insurance during **LIAM.**

The **Life and Health Insurance Foundation For Education** has enlisted the help of a celebrity with a special connection to the life insurance industry. Chris Noth, an accomplished actor who is probably best known for his leading roles on Law & Order and Sex In The City, grew up in a life insurance family. Both his father and grandfather

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were agents for Prudential. Sadly, that's not where Chris' connection to the industry ends. His father died in an automobile accident when Chris was eight years old, leaving his mother to raise three boys on her own.

To support her family, Chris' mother, a broadcast journalist, continued to work following her husband's death. Fortunately, she was also able to rely on her husband's life insurance coverage. The insurance helped maintain the family's standard of living and was particularly important when Chris' mother was in between jobs and not bringing home a paycheck. Insurance proceeds also helped put Chris and his brothers through college.

As Chris states "I know from experience that life insurance can be the bedrock of your family's financial security." Chris is very pleased for this opportunity to use his story to deliver this important message to the American people. Life insurance is not a subject that people like to talk about, but it needs to be considered.

Beginning in July, Chris' story will be broadcast nationally in the form of television and radio Public Service Announcements. The first week in August, Newsweek will be sharing Real Life Stories surrounding Life Insurance Awareness Month. We here at our local NAIFA - Mt. Diablo Association will be hosting at our monthly meeting in September a beneficiaries panel. The families will have the opportunity to tell how life insurance impacted their lives, and how they were able to move forward with their family's hopes and dreams after the loss of a loved one.

We have had considerable support from neighboring city councils throughout Contra Costa County and elected representatives at the state and federal level. Seven sister cities participated in the LIAM campaign last year along with **State Senator Tom Torlakson, Assemblyman Mark DeSaulnier, Congresswoman Ellen Tauscher, and Congressman George Miller. Even President George Bush and Governor Arnold Schwarznegger** of the great state of California helped to make **LIAM** a successful campaign.

My goal is to see all the cities of Contra Costa County participate in this worthwhile educational awareness campaign.

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I would like to take this opportunity to thank you in advance for your consideration. Also, if you would please forward the proclamation to my executive secretary, Barbara Layson noted at the top header.

I am enclosing the verbiage for the proclamation in a sample Microsoft document along with a couple of resource items.

With kindest regards,

Frederick L. Granados, **FSS, LUTCF**
National Committeeman
NAIFA - Mt. Diablo 2008 – 2009
LiLi Graduate 2005
(Leadership In Life Institute)

/flg

cc: Barbara Layson, Executive Secretary
Encl:

THE WHITE HOUSE

WASHINGTON

August 15, 2006

I send greetings to those observing Life Insurance Awareness Month.

Financial security helps our citizens realize their potential and achieve their dreams. As part of a sound financial plan, life insurance enables people to face challenges and have peace of mind about the future. Americans throughout the country also view life insurance as a means of comfort and stability for their loved ones. Life Insurance Awareness Month is an opportunity to recognize the value of life insurance and its impact on American families.

I appreciate all those who work to raise awareness about the importance of life insurance. Your efforts help provide hope and prosperity for generations to come.

Laura and I send our best wishes.

Sample:

PROCLAMATION

Life Insurance Awareness Month
September 2009

WHEREAS, nearly 68 million Americans say they lack the life insurance coverage needed to ensure a secure financial future for their loved ones; and

WHEREAS, life insurance provides financial security for families in the event of a premature death by helping surviving family members to meet immediate and long-term financial obligations and objectives; and

WHEREAS, recent studies have found that when a premature death occurs, insufficient life insurance coverage results in three-fourths of surviving family members having to take measures such as working additional jobs or longer hours, borrowing money, withdrawing money from savings and investment accounts, and, in many cases, moving to lesser housing; and

WHERAS, the City of Lafayette is proud to have the Mt. Diablo Association of Insurance and Financial Advisers as one of its distinguished organizations in our community that serves the needs of our citizens in improving the financial services of our citizens; and

WHEREAS, the goal of Life Insurance Awareness Month is to make consumers more aware of their life insurance needs, and encourage them to seek professional advice,

NOW, THEREFORE, I, Don Tatzin, by virtue of the authority vested in me as Mayor of the City of Lafayette, California, do herby proclaim September 2009 ***LIFE INSURANCE AWARENESS MONTH*** and encourage all citizens to take the necessary steps to ensure the financial security of their loved ones.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Official Seal of the City of Lafayette, California To be affixed this 1st day of September 2008

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Don Tatzin, ***MAYOR***